**Prairie Pella**

1.) How does Prairie Pella adjust for differences in Quantity, Assortment, Location, and in the Timing of getting its products to its customers?

2.) How does Prairie Pella assist Pella Windows in increasing their efficiency in getting their products to their customers.

3.) What Wholesaler activities are performed by Prairie Pella and provide specific examples?

4.)Describe the sales process of Prairie Pella in terms of creating the sale and getting the product to the customer. Be very specific.

Why does Pella use Prairie Pella for this process?

5.) After seeing the process taken by Prairie Pella to get Pella’s products to customers, what would you do to improve the process?

6.) What types of Physical Distribution occur at Prairie Pella and describe them?